# URGENT -Hand Deliver

TELEPHONE: (021) 6 184 184

CABLE: SWIPOLD LAUSANNE

TELEX: 45 45 64 / FAX: 618 4 618



- SECTION IS IRRELEVANT TO GUESTIUNS RELATING TO TAX STRUCTURE AND TAX LEVEL.

## PHILIP MORRIS

EFTA, EASTERN EUROPE, THE MIDDLE EAST AND AFRICA REGION

AV. DE COUR 107 1001 LAUSANNE SWITZERLAND

### **FACSIMILE TRANSMISSION**

Stig Carlson June 25, 1991 FROM: DATE: PAGE 1 OF: Kari Kauniskangas J. Ant-Wuorinen: TO: C.C.: Amer Tupakka Amer Tupakka M. Reardon, F. Dulles S. Parrish: 212-907 5372 G. Diserens, M. Sjoeblom, J. Puotila.

#### Re Tax Committee's Text Proposal

My view is that this text has to be protested against, and deleted at any cost.

#### My comments are:

Generally speaking, the above mentioned statements are misleading, false and have no relevance with market mechanisms, the tax proposal or its content.

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- 1. Tobacco products have been shown through statistical research to be a riskfactor when it comes to certain human diseases. The potential health risks have however not been shown clinically.
- 2. Tobacco is not addictive, which is a position backed up by a (large) number of scientific documents (reference to as many studies as possible).
- 3. The industry holds both publicly as well as internally the view that smoking is a potential riskfactor when it comes to certain diseases in humans. This has been established through a number of statistical studies.

Also all Finnish smokers are no doubt well aware of this.

I suggest you contact Mr. Viinaren directly, and that Legal and CA

hold a phone meeting urgently.

Regards,

1787/H